From 30 to 300 or 30,000 – Scaling Up Does Not Bring Me Down

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USMx

Free online courses from University System of Maryland

The University System of Maryland (USM) is the state of Maryland's public higher education system. Benefiting students, as well as Maryland and its citizens, USM:

- Offers expansive access to affordable, high-quality educational opportunities;
- Performs groundbreaking research;
- Instills a culture of innovation and entrepreneurship;
- Promotes economic growth and workforce development;
- Provides vital services to communities and individuals;
- And partners with business, governments, nonprofits, and other organizations to improve quality of life.

The USM consists of three Research Universities, three Historically Black Institutions, four Traditional Comprehensive Institutions, two Regional Education Centers; one Specialized Research institution, and one “Virtual” Institution specializing in online and distance education, and a system office.

USM's programs and activities have a significant impact on the quality of life in Maryland, creating social and economic benefits for people throughout the state and beyond. USM is a recognized leader in many areas, including online learning, course redesign, and other components of academic innovation.

The mission of the University System of Maryland is to improve the quality of life for the people of Maryland by providing a comprehensive range of high-quality, accessible, and affordable educational opportunities; engaging in research and...
Models for quality at scale

- Traditional approach
  - One designer
  - One faculty member
  - Negotiated level of responsibility
  - Unclear on quality responsibility
Models for quality at scale

- Faculty
- Department
- Program
- Full-time faculty
- Adjunct faculty
- Point-person?
- Quality responsibility still unclear
What we don't want

• Decision by Committee
RESPONSIBILITY

- Whose course is it anyway?
- Who is responsible for content?
- ...for design?
- ...for accessibility?
- ...for marketing?
- ...for quality?
PROJECT APPROACH

- [INSERT list of project deliverables]
DON'T LET QUALITY BE LAST

• With a larger Course Team and a more formal, project-approach, Quality Assurance should be at the table from the start.

• Develop a quality process that is everyone's responsibility.
ISSUES

BUSINESS COURSES AT SCALE

- Faster
- Cheaper
- Better

- Scale
- Quality
- Interactive
CAN YOU HAVE INTERACTION?

• Ask audience for ways to keep interaction
• Insert ways to create interaction in courses at scale
QUALITY IS ITERATIVE

• [INSERT data]

• Quality improvements must be data-driven

• Video viewership data example